

Gen 'Y' and Instagram Video: The Differences between Gender and Acceptance of Instagram Video

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Abstract

Instagram Video is a social media application that concerns Samsung smart phone users, especially for the younger generation. This study aimed to identify differences between gender and acceptance Instagram Video in terms of useful, ease of use, enjoyment, attitude and frequency of use Instagram Video among students university. Quantitative methodology used in this study. Questionnaires were distributed to the students of Universiti Utara Malaysia that use Samsung smart phones for Instagram Video. T-test analysis was used to analyze the data. The study found that there is a differences between gender and useful, enjoyment and attitude use of Instagram Video. This shows that male is higher than female in terms of useful, enjoyment and attitude use of Instagram Video. However, the study found that there are no differences between gender and ease of use and frequency of use Instagram Video. This shows that male and female are equal in terms of easy to use and frequency of use Instagram Video. Based on these findings, useful, enjoyment and attitude has significant differences with gender. While easy to use, and frequency of use Instagram Video have no significant differences with gender.

Keywords - Instagram Video, gender, acceptance

1.1 Introduction

According to Instagram Company Statistics (2014), the total number of Instagram users are 182 million and the total videos that have been uploaded to Instagram in the first 24 hours of the video addition are 5 million. Its shows that Instagram is very popular among in the global community in the day's now. Instagram offering to global brand to do video advertisers by using the 15 second video for teasers of upcoming movie releases.

Smartphones is a mobile phone which have advanced technology and is similar with a personal computer. It becomes needs in life through that it can be clearly see that among all the students they have their own smartphone. The smartphone have upgrade a lot of function to let the users have a camera application, video shooting and even can browse website from phone, and it is not just a phone which only can use for sending message and calling. With the grow speed of technology performance, our needs become more sophisticated which the users want the speed, quality and features that can be combined in a small things which can let them carry in pocket (Dan, 2013).

According to a statistic, 39.2 percentage of majority age group of 18 to 25 who are college and university students are the users of Samsung Smartphone (Yee, Siew, & Fah, 2013). Universities and colleges around the nation are using Instagram. They've found a few ways to take advantage of this every-growing platform. (Leishman, 2013). According to a report from Malaysian and Communications and Multimedia Commission (MCMC), there are more male users than female users in 2012 and the ratio is 56 male users for every 44 female users. As expected, the highest percentage of users were in the age group 20 to 24 with 17.3 percent and for those 65 years old and above get the lower percentage which is 2.9 percent. Research from Strategy Analytics revealed 1 billion units of smartphones are used worldwide (Comission, 2012).

Instagram's users are included 50% iPhone owners and 50% Android owners. In term of gender, 68% of Instagram users are female while 32% are male in US (Cooper, 2014). According to Marketing Charts (2013) college graduates consist of 18% and users with a high school diploma or less make up 15%. 24% of users say they use the Instagram several times a day.

Research by Pew (Grodén, 2015) found teenagers use Instagram to make friends online. The study found 78% of girls who made friends online did through Instagram or other social media like Facebook. Only 52% of boys made their online friends through Instagram or Facebook. Besides that, 57% of boys said they made their friends through online gaming, compared to 13% of girls.

This study use technology acceptance model (TAM) proposed by Davis 1986. TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology (Legris, Ingham, & Collette, 2003). TAM provides a basis with which one traces how external variables influence belief (perceived usefulness and perceived ease of use), and attitude. The variable will be using by researcher in this research are perceived usefulness, perceived ease to use, and also attitude toward using. By using these variables, the researcher can identify is the Instagram video is useful, ease to use and also how is the attitude of the use of Instagram Video. There are three more variable which is not inside Technology Acceptance Model (TAM) which are enjoyment, frequency of use, and gender. By using these variables, the researcher can identify the differences between gender and useful, ease to use, enjoyment, attitude and frequency of use Instagram Video.

There are several research questions, which are:

1. Is there any difference between the gender and the useful?
2. Is there any difference between the gender and the ease of use?
3. Is there any difference between the gender and the enjoyment?
4. Is there any difference between the gender and the attitude?
5. Is there any difference between the gender and the frequency of use Instagram Video?

1.2 Research Objectives

1. To identify the difference between gender and the useful.
2. To identify the difference between gender and the ease of use.
3. To identify the difference between gender and the enjoyment.
4. To identify the difference between gender and the attitude.
5. To identify the difference between gender and the frequency of use Instagram Video.

1.3 Conceptual Framework

Figure 1.1 shows the conceptual framework this study.

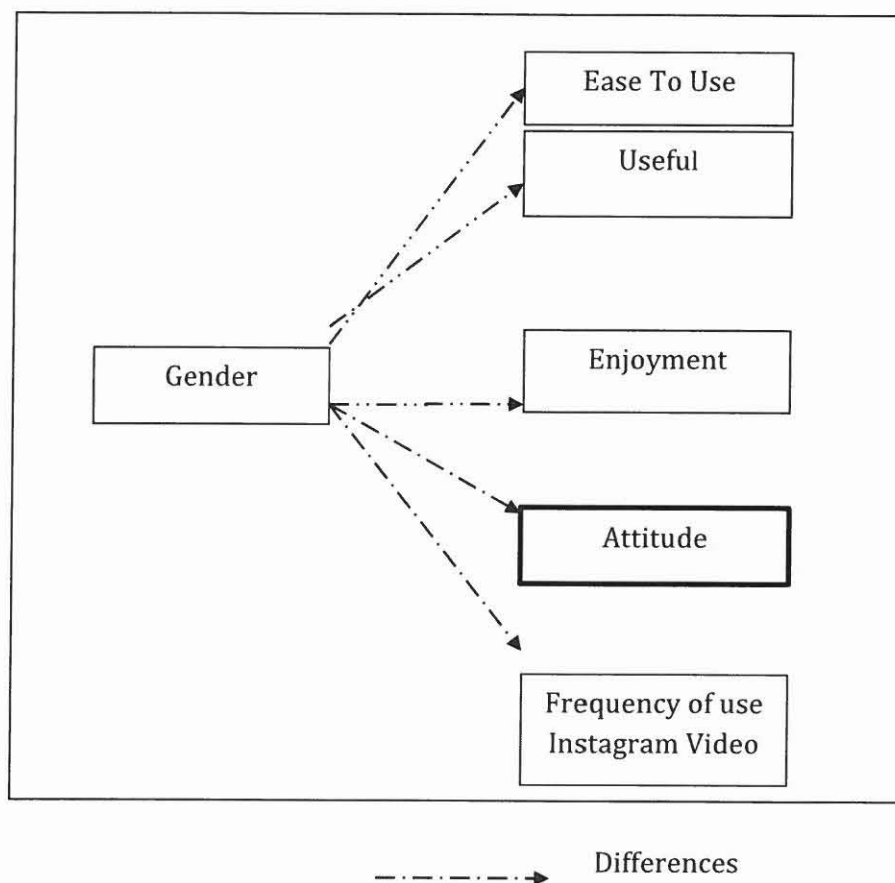


Figure 1.1 Conceptual Framework

There are five hypotheses, which are:

- H1 There is a difference between gender and the ease to use.
- H2 There is a difference between gender and the useful.

- H3 There is a difference between gender and the enjoyment.
- H4 There is a difference between gender and the attitude
- H5 There is a difference between gender and the frequency of use Instagram Video.

1.5 Research Methodology

The design of this study is using quantitative methodology. An online survey used in this study. An online survey is defined as a questionnaire that can complete over Internet by the target audience (Janssen, 2010). Online survey is created with a database to store the answer of the audience answer and by using a statistical software to provide analytics by a Web forms (Janssen, 2010). Questionnaire construction is the most important part of the research and other information collection activities. It is equally used in survey research, experiments and other modes of observation and also termed as structured in through quantifiable information is collected and analyzed (Acharya, 2010).

Researchers chose the location study of the School of Multimedia Technology and Communication and the respondents involved are students of Media Technology, Northern University of Malaysia (UUM). The population selected among the students who take the program Media Technology is a total of 311 people (General office of School of Multimedia Technology and Communication – SMMTC - 2015). Based on the table presented by Krejcie and Morgan (1970), if the totals of respondents are totals of 311 people, therefore the researcher has to choose the sample of respondents consisted of 196 students. In this research the online survey will distribute to 202 Media Technology students.

In term of sampling, this study use snowball and purposive sampling. Snowball sampling is a non-probability sampling technique that is used by researchers to identify potential subjects in studies where subjects are hard to locate (Patton, 1990). Sampling techniques to be used is the technique of Snowball sampling which according to Goodman (1961). The researchers will approached to the respondents through online by using social media Facebook and find the suitable respondent which are tally which the requirement of research. The researcher will give the respondent the online survey web form to let them fill in the answer. Researchers will ask respondents to introduce other respondents who use it as well and the same steps are repeated until the sample size was completed according to the desired amount.

The second sampling technique to be used is purposive sampling. Which this sampling purpose is to selecting the units or subject that are to be studies (Patton, 1990). In this research the researcher selected the students who are Media Technology courses and the respondent who are using Instagram Video by using Samsung smartphone.

The questionnaire was used as research instrument. Descriptions of the parts of the questionnaire form are as follows:

Section A: Demographics of Respondent

There are six (6) questions formed in this section. Questions that state is respondent background as gender, age, ethnicity, semester, study year and student resident hall.

Section B: Ease To Use On Instagram Video through Samsung Smartphone

This section consists of six (6) of the item in question. In this question relates to the ease to use variables which were adapted from Lovino (2010) and Tuan Marina (2015). These items are required to be changed accordingly.

Section C: Useful On Instagram Video through Samsung Smartphone

This section consists of ten (10) of the item in question. In this question relates to the useful variables which were adapted from Lovino (2010) and Tuan Marina (2015). These items are required to be changed accordingly.

Section D: Enjoyment on Instagram Video through Samsung Smartphone

This section consists of seven (7) of the item in question. In this question relates to the useful variables which were adapted from Lovino (2010) and Tuan Marina (2015). These items are required to be changed accordingly.

Section E: Frequency of Using Instagram Video through Samsung Smartphone

This section consist of three (3) items. In this question relates to the frequency of using Instagram Video adapted from questions in the study Pickowicz (2008). Items in this section be changed to suit the study.

Section F: Attitude of Using Instagram Video through Samsung Smartphone

This section consists of four (4) of the item in question. In this question relates to the enjoyment variables which were adapted from Lovino (2010) and Tuan Marina (2015). These items are required to be changed accordingly.

Measurement variables in this study using four scales of the nominal scale, ratio scale and ordinal scale. Nominal scale used to measure the gender and ethnicity. Ratio scale is used to measure the variables of age and semester. While ordinal scale used in measuring the variables of the study year at UUM and frequency of use Instagram Video. Scale interval variables used in measure the variables of ease of use, useful, enjoyment and attitude.

Data analyzed using Statistical Package for the Social Sciences (SPSS) for Windows version 22. There are two types data analysis that is:

1) Descriptive analysis

Descriptive analysis such as frequency, and percentage used to analyze the data.

2) T-test

T-tests were also carried out in this study to identify the differences between gender and useful, ease of use, enjoyment, attitude and frequency of use Instagram Video.

1.6 Pilot Study and Main Data Collection

Pre-test study had proceeded through on 3 of Jun until 6 of Jun 2015. Online survey has been tested by using 40 respondents which are from the student in Northern University of Malaysia who is majoring in Media technology course. The respondent is by choosing the students who are using Instagram Video by Samsung smartphone. In a pilot study, it needs at least 30 respondents to verify the questionnaire was built which is according to Burns and Bush (2002). Feedback from the pilot study is use to determine and identify the need for a redesign of the questionnaire. By using Cronbach's alpha, the questionnaire is reliable to measure the actual data if the reliability is equal to or greater than 0.5.

The pilot study for each variable is satisfactory and acceptable. The researcher use the reliability test to identify the reliability of each of the questionnaire is constructed. There are 40 respondents who are answering the online survey. The results of the pilot study alpha instrument ease to use is 0.867, useful is 0.779, enjoyment us 0.866, frequency of use Instagram Video is 0.765 and the attitude of using Instagram Video is 0.608. For the result of the main data collection alpha instrument ease to use is 0.898, useful is 0.893, enjoyment us 0.897, frequency of use Instagram Video is 0.774 and the attitude of using Instagram Video is 0.830 (refer to Table 1.1).

Table 1.1 Reliability Test Results

Variables	Total of Item	Pilot study (Cronbach alpha)	Main Data (Cronbach alpha)
Ease to use	6	0.867	0.898
Useful	10	0.779	0.893
Enjoyment	7	0.866	0.897

Variables	Total of Item	Pilot study (Cronbach alpha)	Main Data (Cronbach alpha)
Frequency of use	3	0.765	0.774
Attitude	4	0.608	0.830

RESULTS AND FINDINGS

Respondents Demographic

The results of this analysis showed that a total of 138 (68.3%) of respondents were male and 64 (31.7%) of the respondents were female. From the category of age, the majority of respondents aged 23 total of 56 (27.7%) people, followed 55 people aged 21 (27.2%) year, 42 people aged 22 (20.8%) year, 32 people aged 20 (15.8%) year, 9 people aged 19 (4.5%), 6 people aged 24 (3.0%), 1 people aged 25 (0.5%) year and 1 people aged 27 (0.5%) year. Next for the ethnicity, majority are ethnic Malay which have a total of 139 (68.8%), followed by ethnic Chinese which were 44 (21.8%), the Indians were 16 (7.9%) people and others ethnic groups which are Bajau and *Bumiputera* Sabah total 3 (1.5%) people respectively.

In addition, also discussed the study in UUM. The majority of students are in year three (3) which have a total of 88 (43.6%), followed by second-year students (2) total of 62 (30.7%), the first-year students (1) a total of 40 (19.8%) and other in the year four (4) which have the total 12 (5.9%) students respectively. For the semester, the majority of respondents from semester six (6) with the total 58 (28.7%), followed by respondents from semester three (3) were 55 (27.2%), followed by respondents from semester one (1) a total of 32 (15.8%) people, semester five (5) a total of 28 (13.9%), the semester four (4) a total of 19 (9.4%) people, followed again semesters of two (2) with total 8 (4.0%) people, and semester seven (7) with total (1.0%) people respectively.

Hypothesis Test

T-test analysis was used to measure the differences with the gender and ease to use, useful, enjoyment, attitude and frequency of use Instagram Video. Based on Table 1.7, the analysis shows that there are differences between gender groups ($t = -2.210$, $p < 0.05$) between the

respondent female and male with the useful using of Instagram Video. This shows that male (mean male=3.53) is higher than female (mean female=3.24) useful use Instagram Video.

Next, the analysis shows that there are differences between gender groups ($t = -2.253$, $p < 0.05$) between the respondent female and male with the enjoyment using of Instagram Video. This shows that male (mean male=3.87) is higher than female (mean female=3.62) enjoyment of use Instagram Video. The study also shows that there are differences between gender groups ($t = -2.148$, $p < 0.05$) between the respondent female and male with the attitude using of Instagram Video. This shows that male (mean male=3.66) is higher than female (mean female=3.38) attitude of use Instagram Video.

However, the study found that there are no differences between gender and ease of use ($t = -1.540$, $p > 0.05$) and frequency of use Instagram Video ($t = -0.704$, $p > 0.05$). This shows that male and female are equal in terms of easy to use (mean male = 3.62 and mean female = 3.39) and frequency of use Instagram Video (mean male = 2.75 and mean female = 2.63).

Table 1.7 Analysis of T-Test in Ease to Use, Useful, Enjoyment, Attitude and Frequency of Use Instagram Video Based on Gender

Variables	Gender	N	Mean	S. D	t	df	Sig.
Ease to Use	Female	138	3.39	0.93	-1.540	200	0.125**
	Male	64	3.62	1.05			
Useful	Female	138	3.24	0.81	-2.210	200	0.028*
	Male	64	3.53	0.95			
Enjoyment	Female	138	3.62	0.70	-2.253	200	0.025*
	Male	64	3.87	0.79			
Attitude	Female	138	3.38	0.92	-2.148	200	0.033*
	Male	64	3.66	0.70			
Frequency of Use	Female	138	2.63	1.14	-0.704	200	0.482**
	Male	64	2.75	1.06			

* The significant level $p < 0.05$

** The significant level $p > 0.05$

CONCLUSION

The study found that there is a differences between gender and useful, enjoyment and attitude use of Instagram Video. This shows that male is higher than female in terms of useful, enjoyment and attitude use of Instagram Video. However, the study found that there are no differences between gender and ease of use and frequency of use Instagram Video. This shows that male and female are equal in terms of easy to use and frequency of use Instagram Video. Based on these findings, useful, enjoyment and attitude has significant differences

with gender. While easy to use, and frequency of use Instagram Video have no significant differences with gender.

Overall results of the study were found to be contributing to the development of the theory of Technology Acceptance Model, founded by Davis (1989). This study contributes in terms of differences between gender and ease to use, useful, enjoyment, attitude and frequency of use Instagram Video.

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